

(REFERENCE COPY - Not for submission)

### Children's Television Programming Report

FRN: **0022238794** File Number: **CPR-147384** Submit Date: **10/25/2013** Call Sign: **WPMI-TV** Facility ID: **11906** 

City: **MOBILE** State: **AL** 

Service: Full Service Television Purpose: Children's TV Programming Report Status: Received Status Date:

10/25/2013 Filing Status: Active

#### Report reflects information for : Third Quarter of 2013

General
Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

# Applicant Information

#### **Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type	
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Contact Representatives (0) Contact Name Address Phone Email Contact Type

#### Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Mobile-Pensacola
	Web Home Page Address	WWW.LOCAL15TV.COM

#### Digital Core Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

#### Digital Core Programs(15)

Digital Core Program (1 of 15)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9AM
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions	Response
Title of Program	THE CHICA SHOW
List date and time rescheduled	JULY 6, 2013 AT 12PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 6, 2013
Reason for Preemption	Sports

Digital Core Program (2 of 15)	Response
Program Title	PAJANIMALS
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 9:30AM
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Pajanimals are four preschool aged puppets who live together in a house with their off-screen parents. Each night at bedtime the Pajanimals go through the rituals of getting ready for bed such as brushing their teeth and once tucked into bed, one of the characters brings up a problem, concern or issue. The characters then embark on an imaginary adventure to resolve whatever came up, such as shyness, making a new friend or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help the Pajanimals work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure and the Pajanimals return home confident and ready to face the issue when awake. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	JULY 6, 2013 AT 12:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No

Date Preempted	
Episode #	JULY 6, 2013
Reason for Preemption	Sports

Digital Core Program (3 of 15)	Response
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Justin is a little boy who wants to master his destiny, have great adventures and solve problems. The episodes begin with Justin being vexed with a problem and he daydreams himself along with his imaginary friends into an adventure which takes him to different places around the world and also provides him with an experience that helps him solve the problem when he returns home. Through the daydreams, Justin learns that it takes focus to achieve success, failure can teach what to do the next time to succeed and if one way to solve a problem doesn't work, you can find another way to get to your goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions Response

Title of Program	JUSTIN TIME
List date and time rescheduled	JULY 6, 2013 10AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 6, 2013
Reason for Preemption	Sports

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	JULY 20, 2013 10AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 20, 2013
Reason for Preemption	Other

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	JULY 13, 2013 10AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 13, 2013
Reason for Preemption	Sports

Digital Core Program (4 of 15)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10AM
Total times aired at regularly scheduled time	10

Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	TREE FU TOM
List date and time rescheduled	JULY 20, 2013 10:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 20, 2013
Reason for Preemption	Other

Questions	Response
Questions	Nosponso

Title of Program	TREE FU TOM
List date and time rescheduled	JULY 6, 2013 10:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 6, 2013
Reason for Preemption	Sports

Questions	Response
Title of Program	TREE FU TOM
List date and time rescheduled	JULY 13, 2013 10:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 13, 2013
Reason for Preemption	Sports

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Digital Core Program (5 of 15)	Response
Program Title	LAZY TOWN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11AM
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins

Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is anchored by Sportacus, a fit and agile hero, whose "krytonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	LAZY TOWN
List date and time rescheduled	SEPTEMBER 21, 2013
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	SEPTEMBER 21, 2013
Reason for Preemption	Sports

#### **Digital Preemption Programs #2**

Questions	Response
Title of Program	LAZY TOWN
List date and time rescheduled	JULY 13, 2013 8AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 13, 2013
Reason for Preemption	Sports

Questions	Response
Title of Program	LAZY TOWN

List date and time rescheduled	AUGUST 17, 2013 8AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	AUGUST 17, 2013
Reason for Preemption	Sports

Digital Core Program (6 of 15)	Response
Program Title	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
Total times aired at regularly scheduled time	6
Total times aired	13
Number of Preemptions	7
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	7
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program features creating art projects and cooking projects around a specific theme. Noodle & Doodle along with host, Sean, demonstrate step-by-step how to projects, encouraging parent engagement and often feature families working together to make something to display within the child's home. The art projects typically promote utilizing recycled materials in order to demonstrate that objects can be repurposed. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	AUGUST 17, 2013 8:30AM

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	AUGUST 17, 2013
Reason for Preemption	Sports

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	SEPTEMBER 21, 2013 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	SEPTEMBER 21, 2013
Reason for Preemption	Sports

#### **Digital Preemption Programs #3**

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	SEPTEMBER 28, 2013 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	SEPTEMBER 28, 2013
Reason for Preemption	Sports

#### **Digital Preemption Programs #4**

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	AUGUST 24, 2013 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	AUGUST 24, 2013
Reason for Preemption	Sports

Questions	Response
Title of Program	NOODLE AND DOODLE

List date and time rescheduled	AUGUST 31, 2013 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	AUGUST 31, 2013
Reason for Preemption	Sports

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	JULY 13, 2013 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JULY 13, 2013
Reason for Preemption	Sports

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	SEPTEMBER 14, 2013 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	SEPTEMBER 14, 2013
Reason for Preemption	Sports

Digital Core Program (7 of 15)	Response
Program Title	THE AMERICAN ATHLETE
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY 3PM
Total times aired at regularly scheduled time	11
Total times aired	

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"THE AMERICAN ATHLETE" FEATURES ONE-ON-ONE INTERVIEWS WITH TODAY'S MOST RECOGNIZABLE SUPERSTAR ATHLETES. WE HEAR THE DREAMS AND GOALS OF THESE ATHLETES AS THEY TALK ABOUT THEIR LIVES AND THE HARD WORK AND DETERMINATION THAT HELPED THEM REACH THEIR GOAL OF BECOMING PROFESSIONAL ATHLETES. SEGMENTS PROMOTE SPORTSMANSHIP, LEADERSHIP, AND THE CONCEPT OF SETTING HIGH GOALS AND ACHIEVING THEM THROUGH PRACTICE, HARD WORK AND DETERMINATION. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 15)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAY 3PM
Total times aired at regularly scheduled time	11
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends and developing a sense of purpose in his/her life all combine to help her/him stand against those influences which could hurt him/her or others. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 15)	Response
Program Title	YOUNG ICONS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY 3PM
Total times aired at regularly scheduled time	11
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core	THIS PROGRAM SHOWCASES WORLD-CLASS ATHLETES, ACCOMPLISHED ARTISTS, SCHOLARS, PHILANTHROPISTS AND ENTREPRENEURS ALL UNDER THE AGE OF 18. SOME OF THE STORIES HIGHLIGHTED INCLUDE: PATRICK PEDRAJA, A 14 YEAR OLD ACTOR AND PHILANTHROPIST WHO TRAVELED AMERICA RAISING CANCER AWARENESS; TURQUOISE THOMPSON WHO SPRINTED HER WAY INTO THE RECORD BOOKS AND EARNED A FULL SCHOLARSHIP TO UCLA; SISTERS MARNI & BERNI BARTA WHO CREATED KIDFLICKS, A NON-PROFIT ORGANIZATION THAT DONATES NEW AND USED DVDS TO CHILDREN'S HOSPITALS ALL ACROSS AMERICA. THESE STORIES ARE MEANT TO INSPIRE YOUNG PEOPLE TO BE SELFLESS AND TO TAKE PART IN THE LARGER COMMUNITY AROUND THEM IN SOME MEANINGFUL WAY AND TO SHOW THEM THAT THERE ARE MANY WAYS TO ACCOMPLISH THINGS. THIS PROGRAM AIRS ON THE SECONDARY
Programming.  Does the Licensee identify the program by displaying throughout the program the symbol E	Pigital Stream, WPMI-DT2, Channel 15-2.  Yes

Digital Core Program (10 of 15)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	THURSDAY 3PM
Total times aired at regularly scheduled time	11
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"PETS.TV" EXPOSES YOUNG VIEWERS TO DIVERSE PETS ALL OVER THE WORLD, TEACHING THEM HOW DIFFERENT CULTURES ENJOY, CARE FOR, AND RESPECT ANIMALS. PETS.TV DELIVERS AN EDUCATIONAL AND INFORMATIONAL NARRATIVE THAT SUPPORTS CURRENT SOCIAL, INTELLECTUAL, AND EMOTIONAL ASPECTS OF CHILDREN. ATTRIBUTES AND ADVICE EMPHASIZED BY GUESTS INSTILL A GROUNDED BALANCE OF PRIORITIES, COMMITMENT, AND PERSEVERANCE CHILDREN CAN APPLY TO THEIR LIVES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 15)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAY 3PM
Total times aired at regularly scheduled time	11
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS PROGRAM GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3D TECHNOLOGY. BY INTRODUCING THE VIEWERS TO BEHIND-THE-SCENES FILMMAKING, IT GIVES THEM AN IDEA OF CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL, AND ARTISTIC SKILLS NEEDED IN THE MOTION PICTURE AND TELEVISION INDUSTRIES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Does the	Yes		
Licensee			
identify the			
program by			
displaying			
throughout the			
program the			
symbol E/I?			

Digital Core Program (12 of 15)	Response
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY 3PM
Total times aired at regularly scheduled time	11
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"LIVE LIFE & WIN" HAS A GOAL OF INSPIRING AND ENLIGHTENING YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE AND NUTRITION, AND HEALTH AND WELLNESS. THE SERIES PROMOTES CRITICAL THEMES SUCH AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC CHIEVEMENT, AND VOLUNTEERISM. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13	
of 15)	Response
Program Title	MUSTARD PANCAKES

Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10AM, 10:30AM AND 11AM
Total times aired at regularly scheduled time	6
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES FEATURES COURTNEY CAMPBELL AND HER FAMILY OF FUN-LOVING FRIENDS. EACH EPISODE MIRRORS A SLICE OF EVERYDAY LIFE, FROM PROBLEMS TO CELEBRATIONS AND EVERYTHING IN BETWEEN. COURTNEY LIVES WITH HER CAT, MR. D., AND HER THREE DOGS, OOGLEBERRY INK DOG, TINY TINA TEN TOES, AND MO. MUSTARD PANCAKES IS DESIGNED TO CONTRIBUTE TO PRESCHOOL CHILDREN'S SOCIAL AND EMOTIONAL DEVELOPMENT, WITH A SECONDARY FOCUS ON LITERACY AND STORYTELLING. THE SERIES IS BUILD UPON A SUBSTANTIVE EDUCATIONAL CURRICULUM THAT ADDRESSES THREE PRIMARY GOALS: 1. TO SUPPORT AND NURTURE A SENSE OF SELF-ESTEEM AND SELF-EFFICACY AMONG THREE TO SIX YEAR OLD CHILDREN, BY ENCOURAGING THEM TO DEMONSTRATE RESPECT FOR THEMSELVES AND OTHERS. 2. TO FOSTER THE DEVELOPMENT OF CHILDREN'S SOCIAL AND EMOTIONAL SKILLS BY MODELING AGE-APPROPRIATE STRATEGIES AND BEHAVIORS. 3. TO STIMULATE CHILDREN'S INTEREST IN LITERACY AND STORYTELLING, AND TO ENCOURAGE THEM TO EXPRESS THEMSELVES CREATIVELY BY SHARING STORIES OF THEIR OWN. EVERY EPISODE CONVEYS IMPORTANT SOCIOEMOTIONAL CONTENT REGARDING TOPICS SUCH AS COOPERATION, DIVERSITY, RESPECT FOR OTHERS, OR COPING WITH FAILURE. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 15)

Response

Program Title	GINA D'S KIDS CLUB
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM & 12PM
Total times aired at regularly scheduled time	4
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GINA D'S KIDS CLUB PRODUCES SPECIFICALLY-THEMED SHOWS THAT ADDRESS THE LEARNINEDS AND POTENTIAL OF YOUNG CHILDREN, AS THEY ENTERTAIN, AMUSE AND INTELLECTUALLY DELIGHT YOUNG VIEWERS THROUGH A COMBINATION OF LIVE ACTION AND DANIMATION. THIS CURRICULUM-BASED PRESCHOOL PROGRAM AIMS TO TEACH KIDS SOCIAL SKILLS, LANGUAGE ARTS, AND MATH THROUGH DANCES, SILLY SONGS, AND COLORFUL SKITE EACH SHOW CONCLUDES WITH GINA D WRITING A LETTER TO HER GRANDMOTHER TO REVIEW THE EDUCATIONAL HIGHLIGHTS OF THE DAY'S EVENTS AT THE CLUBHOUSE. GINA D'S KIDS CLUB ESTABLISHES AND REINFORCES POSITIVE VALUES AND BEHAVIORS THROUGH ORIGIN SONGS AND CHARACTER PERFORMANCES THAT VIEWING CHILDREN WILL CHOOSE TO ADORAND IMITATE. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANN 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (15	
of 15)	Response
Program Title	MOUSE IN THE HOUSE

Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM
Total times aired at regularly scheduled time	2
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH EPISODE OF "MOUSE IN THE HOUSE" PRESENTS SEVERAL EXPERIMENTS CONDUCTED BY CHILDREN AND EASILY REPEATED BY YOUNG VIEWERS. FOR EXAMPLE, IN ONE EPISODE CHILDREN LEARN ABOUT BUOYANCY AND SURFACE TENSION USING ONLY A GLASS, A HANDFUL OF RAISINS AND SOME SODA WATER. THE SERIES PRESENTS ACCESSIBLE EXPLANATIONS OF EVERYDAY PHYSICS, ENCOURAGING CHILDREN TO BE CURIOUS AND ENGAGED WITH THEIR SURROUNDINGS AND PROVIDING AN EXCELLENT COMPLEMENT TO CLASSROOM INSTRUCTION REGARDING THE SCIENTIFIC METHOD. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (0) Sponsored Core Programming (0)

#### **Liaison Contact**

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F. R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	RAYMOND WILSON
Address	661 AZALEA ROAD
City	MOBILE
State	AL
Zip	36609-1515
Telephone Number	251-602-1500
Email Address	WWILSON@DEERFIELDMEDIAINC.COM
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	WPMI also ran PSAs to help educate children and teens on various issues of life. The topics range from encouraging music and the arts education, raising awareness of the importance of dental care, providing a hotline for kids to talk to about personal problems, to illustrating the dangers of alcohol abuse.

#### Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

Other Matters (2 of 12)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Pajanimals are four preschool aged puppets who live together in a house with their off-screen parents. Each night at bedtime the Pajanimals go through the rituals of getting ready for bed such as brushing their teeth and once tucked into bed, one of the characters brings up a problem, concern or issue. The characters then embark on an imaginary adventure to resolve whatever came up, such as shyness, making a new friend or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help the Pajanimals work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure and the Pajanimals return home confident and ready to face the issue when awake. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

Other Matters (3	
of 12)	Response

Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Justin is a little boy who wants to master his destiny, have great adventures and solve problems. The episodes begin with Justin being vexed with a problem and he daydreams himself along with his imaginary friends into an adventure which takes him to different places around the world and also provides him with an experience that helps him solve the problem when he returns home. Through the daydreams, Justin learns that it takes focus to achieve success, failure can teach what to do the next time to succeed and if one way to solve a problem doesn't work, you can find another way to get to your goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

Other Matters (4 of 12)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is about a young boy, Tom, who enters the enchanted and magical kingdom of Treetopolis. With his friends in Treetopolis and armed with the magic he collects when the viewer performs certain movements Tom asks them to do, he solves problems through teamwork and cooperation. The movements he askes the viewers to perform are a good way to have the viewer exercise. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

Other Matters (5 of 12)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11AM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is anchored by Sportacus, a fit and agile hero, whose "krytonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

Other Matters (6 of 12)	Response
Program Title	MAKE WAY FOR NODDY
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Make Way for Noddy is based on a recurring character in the Enid Blyton book series for very young readers. Noddy, a boy doll, lives in a little cottage in the village of Toyland. He tools around in his sporty convertible, delivers the mail, and is a friend to all. Because he is very kind to others, he invariably is asked to help solve problems. But because he doesn't know everything, he also has a lot to learn. In each episode Noddy actively finds a way manage a project, soothe hurt feelings, settle arguments, or learn how to do something new by following directions. The examples in each episode are age appropriate challenges for children in the target audience and model clear and concrete solutions to problems.

Other Matters (7 of 12)	Response
Program Title	MUSTARD PANCAKES
Origination	Syndicated

Days/Times Program Regularly Scheduled	SUNDAY 10AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES FEATURES COURTNEY CAMPBELL AND HER FAMILY OF FUN-LOVING FRIENDS. EACH EPISODE MIRRORS A SLICE OF EVERYDAY LIFE, FROM PROBLEMS TO CELEBRATIONS AND EVERYTHING IN BETWEEN. COURTNEY LIVES WITH HER CAT, MR. D., AND HER THREE DOGS, OOGLEBERRY INK DOG, TINY TINA TEN TOES, AND MO. MUSTARD PANCAKES IS DESIGNED TO CONTRIBUTE TO PRESCHOOL CHILDREN'S SOCIAL AND EMOTIONAL DEVELOPMENT, WITH A SECONDARY FOCUS ON LITERACY AND STORYTELLING. THE SERIES IS BUILD UPON A SUBSTANTIVE EDUCATIONAL CURRICULUM THAT ADDRESSES THREE PRIMARY GOALS: 1. TO SUPPORT AND NURTURE A SENSE OF SELF-ESTEEM AND SELF-EFFICACY AMONG THREE TO SIX YEAR OLD CHILDREN, BY ENCOURAGING THEM TO DEMONSTRATE RESPECT FOR THEMSELVES AND OTHERS. 2. TO FOSTER THE DEVELOPMENT OF CHILDREN'S SOCIAL AND EMOTIONAL SKILLS BY MODELING AGE-APPROPRIATE STRATEGIES AND BEHAVIORS. 3. TO STIMULATE CHILDREN'S INTEREST IN LITERACY AND STORYTELLING, AND TO ENCOURAGE THEM TO EXPRESS THEMSELVES CREATIVELY BY SHARING STORIES OF THEIR OWN. EVERY EPISODE CONVEYS IMPORTANT SOCIOEMOTIONAL CONTENT REGARDING TOPICS SUCH AS COOPERATION, DIVERSITY, RESPECT FOR OTHERS, OR COPING WITH FAILURE. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (8 of 12)	Response
Program Title	MUSTARD PANCAKES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

MUSTARD PANCAKES FEATURES COURTNEY CAMPBELL AND HER FAMILY OF FUN-LOVING FRIENDS. EACH EPISODE MIRRORS A SLICE OF EVERYDAY LIFE, FROM PROBLEMS TO CELEBRATIONS AND EVERYTHING IN BETWEEN. COURTNEY LIVES WITH HER CAT, MR. D., AND HER THREE DOGS, OOGLEBERRY INK DOG, TINY TINA TEN TOES, AND MO. MUSTARD PANCAKES IS DESIGNED TO CONTRIBUTE TO PRESCHOOL CHILDREN'S SOCIAL AND EMOTIONAL DEVELOPMENT, WITH A SECONDARY FOCUS ON LITERACY AND STORYTELLING. THE SERIES IS BUILD UPON A SUBSTANTIVE EDUCATIONAL CURRICULUM THAT ADDRESSES THREE PRIMARY GOALS: 1. TO SUPPORT AND NURTURE A SENSE OF SELF-ESTEEM AND SELF-EFFICACY AMONG THREE TO SIX YEAR OLD CHILDREN, BY ENCOURAGING THEM TO DEMONSTRATE RESPECT FOR THEMSELVES AND OTHERS. 2. TO FOSTER THE DEVELOPMENT OF CHILDREN'S SOCIAL AND EMOTIONAL SKILLS BY MODELING AGE-APPROPRIATE STRATEGIES AND BEHAVIORS. 3. TO STIMULATE CHILDREN'S INTEREST IN LITERACY AND STORYTELLING, AND TO ENCOURAGE THEM TO EXPRESS THEMSELVES CREATIVELY BY SHARING STORIES OF THEIR OWN. EVERY EPISODE CONVEYS IMPORTANT SOCIOEMOTIONAL CONTENT REGARDING TOPICS SUCH AS COOPERATION, DIVERSITY, RESPECT FOR OTHERS, OR COPING WITH FAILURE. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (9 of 12)	Response
Program Title	MUSTARD PANCAKES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational	MUSTARD PANCAKES FEATURES COURTNEY CAMPBELL AND HER FAMILY OF FUN-LOVING FRIENDS. EACH EPISODE MIRRORS A SLICE OF EVERYDAY LIFE, FROM PROBLEMS TO

educational
and
informational
objective of
the program
and how it
meets the
definition of
Core
Programming.

MUSTARD PANCAKES FEATURES COURTNEY CAMPBELL AND HER FAMILY OF FUN-LOVING FRIENDS. EACH EPISODE MIRRORS A SLICE OF EVERYDAY LIFE, FROM PROBLEMS TO CELEBRATIONS AND EVERYTHING IN BETWEEN. COURTNEY LIVES WITH HER CAT, MR. D., AND HER THREE DOGS, OOGLEBERRY INK DOG, TINY TINA TEN TOES, AND MO. MUSTARD PANCAKES IS DESIGNED TO CONTRIBUTE TO PRESCHOOL CHILDREN'S SOCIAL AND EMOTIONAL DEVELOPMENT, WITH A SECONDARY FOCUS ON LITERACY AND STORYTELLING. THE SERIES IS BUILD UPON A SUBSTANTIVE EDUCATIONAL CURRICULUM THAT ADDRESSES THREE PRIMARY GOALS: 1. TO SUPPORT AND NURTURE A SENSE OF SELF-ESTEEM AND SELF-EFFICACY AMONG THREE TO SIX YEAR OLD CHILDREN, BY ENCOURAGING THEM TO DEMONSTRATE RESPECT FOR THEMSELVES AND OTHERS. 2. TO FOSTER THE DEVELOPMENT OF CHILDREN'S SOCIAL AND EMOTIONAL SKILLS BY MODELING AGE-APPROPRIATE STRATEGIES AND BEHAVIORS. 3. TO STIMULATE CHILDREN'S INTEREST IN LITERACY AND STORYTELLING, AND TO ENCOURAGE THEM TO EXPRESS THEMSELVES CREATIVELY BY SHARING STORIES OF THEIR OWN. EVERY EPISODE CONVEYS IMPORTANT SOCIOEMOTIONAL CONTENT REGARDING TOPICS SUCH AS COOPERATION, DIVERSITY, RESPECT FOR OTHERS, OR COPING WITH FAILURE. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other	
Matters (10	
of 12)	Response

Program Title GINA D'S KIDS CLUB

Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GINA D'S KIDS CLUB PRODUCES SPECIFICALLY-THEMED SHOWS THAT ADDRESS THE LEARNING NEEDS AND POTENTIAL OF YOUNG CHILDREN, AS THEY ENTERTAIN, AMUSE AND INTELLECTUALLY DELIGHT YOUNG VIEWERS THROUGH A COMBINATION OF LIVE ACTION AND 3 D ANIMATION. THIS CURRICULUM-BASED PRESCHOOL PROGRAM AIMS TO TEACH KIDS SOCIAL SKILLS, LANGUAGE ARTS, AND MATH THROUGH DANCES, SILLY SONGS, AND COLORFUL SKITS. EACH SHOW CONCLUDES WITH GINA D WRITING A LETTER TO HER GRANDMOTHER TO REVIEW THE EDUCATIONAL HIGHLIGHTS OF THE DAY'S EVENTS AT THE CLUBHOUSE. GINA D'S KIDS CLUB ESTABLISHES AND REINFORCES POSITIVE VALUES AND BEHAVIORS THROUGH ORIGINAL SONGS AND CHARACTER PERFORMANCES THAT VIEWING CHILDREN WILL CHOOSE TO ADOPT AND IMITATE. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (11 of 12)	Response
Program Title	GINA D'S KIDS CLUB
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years

Describe the educational	GINA D'S KIDS CLUB PRODUCES SPECIFICALLY-THEMED SHOWS THAT ADDRESS THE LEARNING NEEDS AND POTENTIAL OF YOUNG CHILDREN, AS THEY ENTERTAIN, AMUSE AND
and	INTELLECTUALLY DELIGHT YOUNG VIEWERS THROUGH A COMBINATION OF LIVE ACTION AND 3-
informational objective of	D ANIMATION. THIS CURRICULUM-BASED PRESCHOOL PROGRAM AIMS TO TEACH KIDS SOCIAL SKILLS, LANGUAGE ARTS, AND MATH THROUGH DANCES, SILLY SONGS, AND COLORFUL SKITS.
the program	EACH SHOW CONCLUDES WITH GINA D WRITING A LETTER TO HER GRANDMOTHER TO REVIEW
and how it meets the	THE EDUCATIONAL HIGHLIGHTS OF THE DAY'S EVENTS AT THE CLUBHOUSE. GINA D'S KIDS CLUB ESTABLISHES AND REINFORCES POSITIVE VALUES AND BEHAVIORS THROUGH ORIGINAL
definition of	SONGS AND CHARACTER PERFORMANCES THAT VIEWING CHILDREN WILL CHOOSE TO ADOPT
Core	AND IMITATE. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2,
Programming.	CHANNEL 15-2.

Other Matters (12 of 12)	Response
Program Title	MOUSE IN THE HOUSE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH EPISODE OF "MOUSE IN THE HOUSE" PRESENTS SEVERAL EXPERIMENTS CONDUCTED BY CHILDREN AND EASILY REPEATED BY YOUNG VIEWERS. FOR EXAMPLE, IN ONE EPISODE CHILDREN LEARN ABOUT BUOYANCY AND SURFACE TENSION USING ONLY A GLASS, A HANDFUL OF RAISINS AND SOME SODA WATER. THE SERIES PRESENTS ACCESSIBLE EXPLANATIONS OF EVERYDAY PHYSICS, ENCOURAGING CHILDREN TO BE CURIOUS AND ENGAGED WITH THEIR SURROUNDINGS AND PROVIDING AN EXCELLENT COMPLEMENT TO CLASSROOM INSTRUCTION REGARDING THE SCIENTIFIC METHOD. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

#### Certification

Question Response

The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.

## FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID

Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).

I certify that this application includes all required and relevant attachments.

I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above. DEERFIELD
MEDIA
(MOBILE)
LICENSEE,
LLC

**Attachments** 

No Attachments.